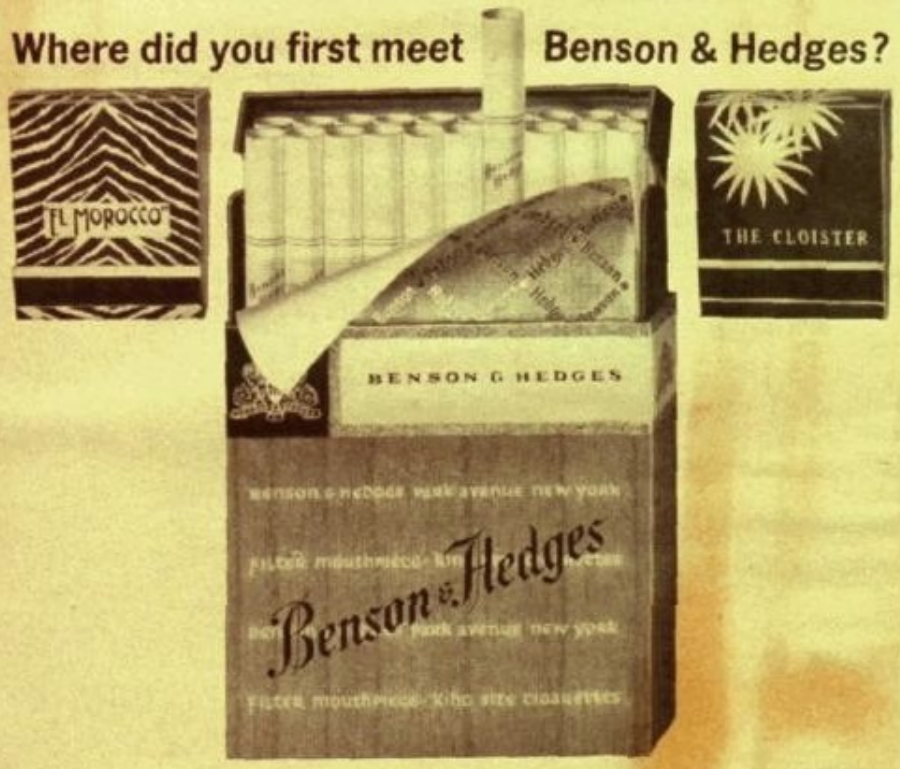
Where did you first meet Benson & Hedges?



Wherever good taste is in attendance, expect to find Benson & Hedges. Its superb blend of prime tobaccos, so skillfully cured and extra-aged, makes it more than welcome. Slip off the imprinted wrap and the packet becomes your personal case. The drawer slides open to deliver each Benson & Hedges in perfect shape. Notice that the filter is recessed into a firm, clean mouthpiece, so it never touches your lips, never intrudes upon your enjoyment. If you appreciate quality, you'll understand why Benson & Hedges must be a limited edition.

With Benson & Hedges you pay more . . . you get more

B&B

New York Times — *April 14, 1962*
New York Herald Tribune — *April 7, 1962*

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